



Docket No.: 300.257
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Phillip HYUN

Application No.: 10/066,794

Confirmation No.: 4493

Filed: February 6, 2002

Art Unit: 3625

For: **SYSTEM FOR AND METHOD OF
COMPUTER CONTROLLED MEDIA
BUYING PROGRAM**

Examiner: J. H. Zurita

INFORMATION DISCLOSURE STATEMENT (IDS)

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the reference listed on the attached PTO/SB/08A. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the reference be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement is filed before the mailing date of a first Office Action after the filing of a Request for Continued Examination under 37 CFR 1.114 (37 CFR 1.97(b)(4)).

A copy of the reference on the PTO/SB/08A is attached.

A concise explanation of relevance of the item listed on form PTO/SB/08A is given in the attached Amendment dated October 4, 2004.

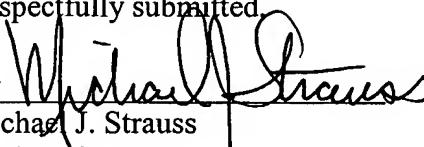
In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed reference.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 06-2375, under Order No. 300.257/10105309.

Dated: October 4, 2004

Respectfully submitted,

By 

Michael J. Strauss

Registration No.: 32,443

FULBRIGHT & JAWORSKI L.L.P.

801 Pennsylvania Avenue, N.W.

Washington, DC 20004-2623

(202) 662-0200

(202) 662-4643 (Fax)

Attorney for Applicant



PTO/SB/08A (10-01)

Approved for use through 10/31/2002. OMB 0651-0031

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| Substitute for form 1449A/PTO | | | | Complete if Known | |
| INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i> | | | | Application Number | 10/066,794 |
| Sheet | 1 | of | 1 | Filing Date | February 6, 2002 |
| | | | | First Named Inventor | Phillip Hyun |
| | | | | Art Unit | 3625 |
| | | | | Examiner Name | J. H. Zurita |
| | | | | Attorney Docket Number | WO-300257 |

| U.S. PATENT DOCUMENTS | | | | | |
|------------------------------|-----------------------|---|--------------------------------|--|--|
| Examiner Initials* | Cite No. ¹ | Document Number Number-Kind Code ² (if known) | Publication Date MM-DD-YYYY | Name of Patentee or Applicant of Cited Document | Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear |
| AA | | US-2001/0037181-A1 | 02-20-2003 | Freed | |

| FOREIGN PATENT DOCUMENTS | | | | | |
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| | | | | | T ⁶ |

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